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RESPONSIBILITY OF THE EDUCATED

It is apparent that this attitude of the public mind, this instructed public opinion, cannot be had save as it is produced by the conscious endeavor and constant influence of men and women who have had the special advantages of higher education. It is the interaction of the influences of the university on the one hand and of the many schools of experience on the other that produces that clear, practical, and intelligent view of affairs which we call the dominant American opinion. With respect to matters the importance of which is not immediately or generally perceived, where special study and instruction are needed, it is especially the example and influence of those who have had the advantage of college or university training that is imperatively needed.

It is not my purpose to dwell upon ideals in American education, further than to say that they may be open to the criticism of being too individualistic. It goes without saying that a young American should be able to make a living and should have every opportunity for vocational and technical training. There is no question, of course, but that it is this training of the individual which makes for the enrichment of society. And I am one of those who believe that the cultivation of the spirit that one may have life more abundantly is quite as important as the equipment which will enable one to secure the primary necessities of food and shelter or the means of a comfortable existence.

But along with the appropriate consideration of individual needs there should go a more definite appreciation of the necessity of meeting the demands of training for citizenship. This implies adequate knowledge of our institutions, of their development and actual working. It means more than this in a world of new intimacies and perplexities. It means adequate knowledge of other peoples, and for this purpose there is nothing to take the place of the humanities, of the study of literature and history. When I speak of the study of history I do not mean a superficial review, but the earnest endeavor to understand the life of peoples, their problems and aspirations. Nor is it simply or chiefly the history of a distant past that it is now most important to know. It is recent history that is of first importance, with sufficient acquaintance with the past to understand the happenings and the developments which have taken place in our own time. In our many years of schooling, how difficult it is to give to our young men and women the knowledge that is worth while, which through a just and clear discernment will probably relate them to the duties and opportunities of their generation!

A NEW ERA

There are those who view the dislocations caused by the war, the present widespread impoverishment, the assaults and too frequent triumphs of unreason, the controversies over superficialities and the ignoring of the causes of distress and instability, with a feeling of hopelessness. But this is not the end of the world; rather it is the beginning of a new era, a formative period, when it is the highest privilege to live and perform one's part.

Power and opportunity are yours. They are not confined to impersonal institutions. What will you do with them? Our ultimate security and the assurance of our progress will not be found in constitutions or statutes,

or treaties or conferences, important as these may be, but in the self-respect that will not permit abasement; in the national pride and just self-interest that will not tolerate interference with independence; in the spirit of helpfulness which seeks not alliances but honorable co-operation; in the love of justice which will not permit abuse of power and which scorns to profit by unjust accusation; in the insistence upon the processes of reason by which alone we can avoid the mistakes of prejudice; in the detestation of the demagogue and all his works, the most dangerous enemy of the republic; and in the sympathy with the weak and oppressed and in the dominant sentiment of human brotherhood, through which we shall be able to reconcile our national aspirations with the full performance of our duty to humanity.

"SELLING" INTERNATIONAL PEACE

By GEORGE MAURICE MORRIS

We are indebted to George Maurice Morris, Esq., an attorney of Washington, D. C., for the following thoughtful suggestion looking toward the "marketing" of the "product" offered by the American Peace Society. There ought to be others among our readers qualified to help along our "sales." We need that kind of help.—THE EDITOR.

UPON one occasion you said to the members of the American Peace Society, "The management craves your counsel in the matter of accomplishing definitely the ends the Society pursues." I have been somewhat hesitant in suggesting anything to those who are doing a great work so excellently, but my questions may bring answers from those better qualified to make them. My thought is this: Is it not true that the accomplishment of its objects by the Society presents problems similar in many respects to those which face any organization which is trying to market its product?

In other words, is not the Society endeavoring to sell to mankind a belief in the desirability of international peace? If this is true, why is not our organization faced with those questions which arise in efforts to "market" a product, and which are to a large extent those of any agency seeking to sell a commodity? If there is anything in this comparison, would it not be of some aid to the Society to analyze its product in the manner which a modern business concern now employs?

AN ANALYSIS

In answer to the questions proposed, let us ask ourselves what the product is that we are trying to get the world to take to its bosom. In the first instance, of course, the American Peace Society is the advocate of the general ideal of international peace, and when we offer that we have a proposal which, just now at least, finds the world in a receptive mood. We go further, however, and say that, if the people of the world sincerely and honestly want peace, the surest way to get it is through an acceptance of the plan of operation long endorsed by the American Peace Society. Commercially speaking, then, while the Society is in the general business of producing and marketing ideas on how to secure peace, it is immediately concerned with a plan upon which it is specializing—i. e., the platform based

upon the "Declarations of Rights and Duties of Nations," adopted by the American Institute of International Law at its first session, in 1916; "The Recommendations of Havana," adopted by the same institute at its second session, in 1917, and the "Suggestion for a Governed World," adopted by the American Peace Society at its ninety-third annual meeting, May 27, 1921. This, then, is the product we are trying to "sell." Let us proceed to an analysis of it.

One of the best methods of calling public attention to our product is by fastening in the public consciousness our trade-mark. Obviously, a trade-mark must be fitted for its purpose. It should be distinctive, distinguishable from other trade-marks and not subject to confusion with them. Above all, it should be easily remembered, the sort of thing that once seen is not forgotten, a design or a phrase that becomes synonymous in the mind of the reader or hearer with the idea for which the mark is a trade sign. The question for the management of the Society to ask itself is, Does our plan for international concord carry a trade-mark which identifies it, and which is so distinctive and easily remembered that its appearance or mention readily calls to the mind of the people to whom we are trying to sell our plan the leading features and merits of our product? The answer to this question is going to depend somewhat upon the character of the people among whom we most want to market our product. This question can be better answered after we have analyzed that market.

THE MARKET

Most manufactured products are put upon the market in packages, whether they be needles in folded paper or pianos in heavy cases. In fact, a study of containers, their distinctiveness, their practicability for the purpose, their attractiveness and appeal to the possible purchaser, is a recognized necessity in any business. It may not at first be apparent that in presenting our ideas to the public we are interested in the container. But what is the magazine in which this article is printed? Is it not the container for our thoughts and plans? If that is true, is the publication sufficiently distinctive for our purposes? Is it practical for the purpose—in length, in height, for holding in the hand while reading; in the arrangement of type on its pages; in the headings? Are the shape and color right? Instead of long, thin, and gray, should it be short and thick, like the old *Philistine*, for instance, and should it have a livelier color, or should the colors change with each issue? Then what about "shelf value"? Is the publication one which lies easily on the library table, where it will catch the eye? Does it file easily, where it is readily accessible?

The foregoing questions may at first seem of minor importance, but no one will deny the necessity of close analysis of the final characteristic of a package—i. e., its "appeal." Does the *ADVOCATE OF PEACE*, as it lies among other papers and pamphlets on the club or library table, catch the eye of the man browsing about for something to read? Does it hold that attention to the extent of making him wish to open and read? Does the style of the articles and their arrangement appeal to such a reader? In other words, is his interest elicited and is he by way of becoming a purchaser of the "container"

and a subscriber to its platform? Just so far as the magazine accomplishes such a result, it is meeting the test of "appeal."

THE SPECIALTY

While we are in the general "peace business," our product is distinctly a specialty, and while we may from time to time amend and improve the product, the result still remains in the shape of a definite platform. This is not the place to consider whether that product should now be amended to improve its selling qualities, the suggestions herein offered being brought forth with the thought that we are all satisfied that our product is right, not now necessary of change, and that our chief concern is selling it.

In meeting competing ideas which are being offered to the public, the salesmen of the American Peace Society—i. e., all those who subscribe to its doctrines—should be in instant readiness to assert, in convincing manner, the superiority of the goods they are selling. Volumes could and have been written to establish this; but in what concise forms have these been condensed? "A government of laws, not of men," and "Peace through justice expressed through rules of law" are two splendid slogans, implying superiority. How many more are there? Have they ever been compressed, pounded down, and concentrated, so that an ordinary salesman of the Society can make a "sale" in a five- or ten-minute conversation with a dinner companion or in a drawing-room? Rather a short time to give a question of such importance, you may say. Quite true; but is it not in just such fashion that public opinion is formed? The conclusions of a friend in whose judgment we have confidence are frequently of infinitely greater weight than the half-digested reading of lengthy articles written by people concerning whose motives we know nothing. How well are we equipping our members for the ready making of converts?

THE CONSUMER AND THE SALESMAN

These analogies of our undertaking to the problems of marketing goods are but a few of the many that will occur readily to any reader whose business it is to sell things, tangible or intangible. No reference has been made to the consumer—his character, his location, his previous choices—nor to the competition to be met, where it is strong, weak, etc., but enough should have been said to indicate that many a member of the Society may draw from his own experience suggestions that may be of great practical value to those immediately concerned with the direction of the organization's affairs.

THE NUMBER OF WHITE RESIDENTS of the United States on January 1, 1920, who were foreign-born or declared one or both parents foreign-born was 36,398,958, the Department of Commerce announced in a compilation of the 1920 census figures. This was an increase in the "foreign white stock" of the nation's population from 1910 of 4,155,576, or 12.9 per cent.

The 1920 total includes 13,713,754 immigrants and 22,686,204 persons born in this country, one or both of whose parents were immigrants.